

**R.J. Reynolds Tobacco Company****Inter-Office Correspondence**

SENT VIA FAX

Lori E. MacWilliams  
Key Account Manager12323 Plaza Drive  
Parma, OH 44130  
216/876-0067  
216/876-1878 (Fax)  
68998 (Voice-Mail)September 5, 1995  
LEM-145-95Region Operations Units - Please Distribute To:  
ROM's/Retail Managers/Retail Representatives**Re: Truckstops of America  
CID #1370-00-00  
Implementation of New Partners Program**

Gary Slaby/Purchasing Specialist Cleveland Headquarters, has signed our new Partner's Retail Contracts effective 7/1/95. System updates have been completed for all new Partners Plans based on AIM Individual store volumes.

In that we are converting from a Grandfathered Preferred Presence Program, all necessary display footprints are currently in place.

**Partners Program Specifics**

Following are SIS #'s in which plans have been removed from the system due to volume requirement. These locations are secondary retail outlets located within the same Truckstops complex where 2-4 total retail outlets exist:

<u>Sales</u>	<u>Retail</u>
1221	1222
1222 08	1223
1223	1228
1224	1229
1225	ROM
1228	PC SC
1229	MC PA
1240	
1244	RSM RBM

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<u>Division #</u> <u>(As Of 8/31/95)</u>	<u>SIS #</u>	<u>IOA Store #</u>
1730	563167	#03/Brookville
6538	515982	#05/Amarillo
5424	644588	#26/Ontario
6828	680827	#28/Cinci-South
6236	184344	#30/Chicago-North
5130	930791	#38/Wheeler Rdg.
5130	575293	#38/Wheeler Rdg.
1730	843666	#67/Barkeyville
1738	403306	#68/Lamar
6730	082309	#69/Monroe

Following are carton outlets which will participate in Partners Package Component and Carton Plans:

<u>Division #</u> <u>(As Of 8/31/95)</u>	<u>SIS #</u>	<u>IOA Store #</u>
2126	829797	#02/Whitsett
2136	186888	#21/Troutville
6828	431071	#28/Cinci-South
1732	338083	#32/Wheeling

All remaining retail outlets will participate in Partners Package Base Plan.

**Field Sales Accountability / Action Required**

- Contact stores to ensure compliance of the following components.  
(Applies to both carton component and package base stores)
  - ⇒ PCD at Cash Register: 2-40 pack trays with small lighted sign.
  - ⇒ 2nd Full Price Display (Promotional Unit): 1-40 pack/1 80 pack tray with large lighted sign in 2nd or 3rd position self-service.
  - ⇒ Doral Display: Plastic PPD/System III or new 9-tray display (Commodity #484001) minimum 24 facings (self-service or non-self service)

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- ⇒ Highway Private Label Floor Displays / Package Displays must remain in place where Highway is in Distribution, (Limited States).
- ⇒ Carton Outlets Only: Retain minimum top two shelves / horizontal load / 100% RJR canopy POS on RJR carton merchandisers. Retain RJR Industry Package Fixtures (where applicable) RJR space to RJR share of market.
- ⇒ Complete diagram of counter lay-out to include position of all industry counter displays self-service / non-self service.
- ⇒ Complete plan-o-gram of industry layout on RJR carton merchandisers where applicable.
- ⇒ Submit counter diagrams / carton merchandiser plan-o-grams utilizing the attached master plan-o-grams to your respective ROL no later than 10/15/95.
- ⇒ ROM's to forward completed master plan-o-grams to the Cleveland Chain Division, #1744 prior to 10/30/95.

Please do not hesitate to contact me should you have any questions.  
Thank you in advance for your assistance with Truckstops of America.

Cordially,

*Lori E. MacWilliams*  
Lori E. MacWilliams

LEM/ccs  
Attachments - Sent Via Fax  
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## RJR CIGARETTE PLANOGRAM

<b>TRUCKSTOPS STORE #:</b>				<b>SIS#:</b>			
TRUCKSTOPS OF AMERICA CID# 1370-00-00							
RJR REPS: INDICATE POSITION OF ALL INDUSTRY CO'S AS WELL AS SIZE OF EACH SECTION OF CARTON FIXTURE. RETURN TO YOUR ROU NO LATER THAN 10/15/95							
RJR POS	RJR POS	RJR POS	RJR POS	RJR POS	RJR POS	RJR POS	RJR POS
FL ( Rows)	FL ( Rows)	FL ( Rows)	FL ( Rows)	FL ( Rows)	FL ( Rows)	FL ( Rows)	FL ( Rows)

RJ Reynolds Tobacco Company

Approved By:

Date:

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09/28/95

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# TRUCKSTOPS OF AMERICA / CID# 1370-00-00

*R.J. Reynolds*  
TOBACCO COMPANY

COUNTER PLAN-O-GRAM

TRUCKSTOPS STORE #:

SIS #:

BACK COUNTER / NSS

FRONT COUNTER / SS

INDICATE POSITION OF CASH REGISTER(S) AND ALL INDUSTRY DISPLAYS SS & NSS.

RETURN TO YOUR ROU NO LATER THAN 10/15/95

STORE MANAGER SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

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